|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course Details | | | | | | | | | | | | | | | | | | | |
| Code | | | | | | | | | | | | | | **Academic Year** | | | | | **Semester** |
| BE023 | | | | | | | | | | | | | | 2021-2022 | | | | | Elective |
| Title | | | | | | | | | | | | | | **T** | **A** | | **L** | | **ECTS** |
| Theory of Consumer Behavior | | | | | | | | | | | | | | 3 | 1 | | 0 | | 10 |
|  | | | | | | | | | | | | | | | | | | | |
| Language | | | | | English | | | | | | | | | | | | | | |
| Level | | | | | **Master** |  | | | **Doctorate** | | | **X** | | | | | | | |
| Department / Program | | | | | PhD in Business and Economics | | | | | | | | | | | | | | |
| Forms of Teaching and Learning | | | | | Face to Face | | | | | | | | | | | | | | |
| Course Type | | | | | **Compulsory** | | |  | | | | | **Elective** | | | | | **X** | |
| Objectives | | | | | The aim of the course is to discuss the theories and issues in consumer behavior research. Theories that form the basis of classical and current research on the consumer decision-making process will be examined through weekly readings. Courses will be taught by in-depth discussion and comparison of articles published in indexed journals and by examining methodological approaches in the articles. | | | | | | | | | | | | | | |
| Content | | | | | * Consumer Psychology * Black Box Model of Consumer Behavior * Normative, Descriptive, and Prescriptive Theories of Decision-making * Current Research Issues in Consumer Behavior | | | | | | | | | | | | | | |
| Prerequisites | | | | | - | | | | | | | | | | | | | | |
| Coordinator | | | | | - | | | | | | | | | | | | | | |
| Lecturer(s) | | | | | - | | | | | | | | | | | | | | |
| Assistant(s) | | | | | - | | | | | | | | | | | | | | |
| Work Placement | | | | | None | | | | | | | | | | | | | | |
| Recommended or Required Reading | | | | | | | | | | | | | | | | | | | |
| Books / Lecture Notes | | | * Mothersbaugh, D. L., Hawkin, D. I., & Kleiser, S. B. (2019). Consumer behavior: Building marketing strategy. McGraw-Hill Higher Education. * Rajagopal. (2018). Consumer behavior theories: convergence of divergent perspectives with applications to marketing and management. Business Expert. NY. | | | | | | | | | | | | | | | | |
| Other Sources | | |  | | | | | | | | | | | | | | | | |
| Additional Course Material | | | | | | | | | | | | | | | | | | | |
| Documents | | | * Scientific articles | | | | | | | | | | | | | | | | |
| Assignments | | | - | | | | | | | | | | | | | | | | |
| Exams | | | - | | | | | | | | | | | | | | | | |
| Course Composition | | | | | | | | | | | | | | | | | | | |
| Social Sciences | | |  | | | | | | | | | | | | | 100% | | | |
| Educational Sciences | | |  | | | | | | | | | | | | | % | | | |
| Natural Sciences | | |  | | | | | | | | | | | | | % | | | |
| Health Sciences | | |  | | | | | | | | | | | | | % | | | |
| Expert Knowledge | | |  | | | | | | | | | | | | | % | | | |
| Assessment | | | | | | | | | | | | | | | | | | | |
| Activity | | | **Count** | | | | | | | | | | | | | **Percentage (%)** | | | |
| Midterm Exam | | |  | | | | | | | | | | | | |  | | | |
| Quiz | | |  | | | | | | | | | | | | |  | | | |
| Assignments | | | 2 | | | | | | | | | | | | | 40 | | | |
| Attendance | | | Attendance Obligation min. 60% (9 lectures) | | | | | | | | | | | | | 0 | | | |
| Recitations | | |  | | | | | | | | | | | | |  | | | |
| Presentations | | | 2 | | | | | | | | | | | | | 60 | | | |
| Projects | | |  | | | | | | | | | | | | |  | | | |
| Final Exam | | |  | | | | | | | | | | | | |  | | | |
| Total | | | | | | | | | | | | | | | | **100** | | | |
| ECTS Points and Work Load | | | | | | | | | | | | | | | | | | | |
| Activity | | | **Count** | | | | | | | | **Duration** | | | | | **Work Load (Hours)** | | | |
| Lectures | | | 14 | | | | | | | | 4 | | | | | 56 | | | |
| Self-Study | | | 14 | | | | | | | | 4 | | | | | 56 | | | |
| Assignments | | | 2 | | | | | | | | 28 | | | | | 56 | | | |
| Presentation / Seminar Preparation | | | 2 | | | | | | | | 56 | | | | | 112 | | | |
| Midterm Exam | | |  | | | | | | | |  | | | | |  | | | |
| Recitations | | |  | | | | | | | |  | | | | |  | | | |
| Laboratory | | |  | | | | | | | |  | | | | |  | | | |
| Projects | | |  | | | | | | | |  | | | | |  | | | |
| Final Exam | | |  | | | | | | | |  | | | | |  | | | |
| Total Work Load | | | | | | | | | | | | | | | | **280** | | | |
| ECTS Points (Total Work Load / 28) | | | | | | | | | | | | | | | | **10** | | | |
| Course Learning Outcomes | | | | | | | | | | | | | | | | | | | |
| 1 | Gaining knowledge about previous studies and current research questions in the area of ​​consumer behavior. | | | | | | | | | | | | | | | | | | |
| 2 | Gaining knowledge about the theories of consumer behavior. | | | | | | | | | | | | | | | | | | |
| 3 | Developing the ability to critically analyze methodological approaches in scientific journal articles. | | | | | | | | | | | | | | | | | | |
| 4 | Being able to create own research questions. | | | | | | | | | | | | | | | | | | |
| Weekly Content | | | | | | | | | | | | | | | | | | | |
| 1 | Introduction to Consumer Behavior | | | | | | | | | | | | | | | | | | |
| 2 | Introduction to Consumer Behavior | | | | | | | | | | | | | | | | | | |
| 3 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 4 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 5 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 6 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 7 | Student Presentations | | | | | | | | | | | | | | | | | | |
| 8 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 9 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 10 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 11 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 12 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 13 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 14 | Readings on Consumer Behavior Theory | | | | | | | | | | | | | | | | | | |
| 15 | Student Presentations | | | | | | | | | | | | | | | | | | |
| Contribution of Learning Outcomes to Program Objectives (1-5) | | | | | | | | | | | | | | | | | | | |
| CLO | **P1** | | | **P2** | | | **P3** | | |
| 1 | 5 | | | 5 | | | 3 | | |
| 2 | 5 | | | 4 | | | 3 | | |
| 3 | 5 | | | 4 | | | 3 | | |
| 4 | 5 | | | 5 | | | 3 | | |
| Contribution Level | | 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | |
| Compiled by: | | Sub-Department of Production Management and Marketing | | | | | | | | | | | | | | | | | |
| Date of Compilation: | | 17.05.2021 | | | | | | | | | | | | | | | | | |